

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**  
120 PARK AVENUE, NEW YORK, NY 10017

**TO:** Frank Alfieri  
**FROM:** J. Yvette Robinson/Event Marketing  
**SUBJECT:** Event Fact Sheet for Cheyenne Frontier Days

**DATE:** July 5, 1995

Marlboro Community Event Marketing will be a participant at Cheyenne Frontier Days on July 21 through July 30, 1995. Specific information is as follows:

**EVENT:** Cheyenne Frontier Days  
**DATES:** July 21-30, 1995  
**TIMES:**  
Friday - 1:00pm-10:00pm  
Saturday - 1:00pm-10:00pm  
Sunday - 1:00pm-10:00pm  
Monday - 1:00pm-10:00pm  
Tuesday - 1:00pm-10:00pm  
Wednesday - 1:00pm-10:00pm  
Thursday - 1:00pm-10:00pm  
  
**LOCATION:** Frontier Park  
Cheyenne, WY

**PHILIP MORRIS**  
**ACTIVITIES:**

As the exclusive tobacco sponsor, MARLBORO will have a major presence at this event and receive the following:

- Exclusive use of a 10' x 20' tent supplied by Philip Morris for operation as a promotional tent (the "Promotional Tent") in a location at the site of the Event to be agreed upon by the parties;
- The exclusive right to conduct tobacco sales and distribute branded incentive items to smokers 21 years of age and older at Event locations to be mutually agreed upon by the parties;
- The right to display at least one 3' x 5' **MARLBORO** banner at prominent Event locations, including: (i) during the pancake breakfast and (ii) at the entrance fencing to the Event;
- The right to display **MARLBORO** banners and signage on and around the Promotional Tent
- The right to exhibit a **MARLBORO** flag in each of the four parades in downtown Cheyenne and in nine rodeo grand entries;

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- The right to **MARLBORO** signage forty-two inches by ten feet (42" x 10'). Philip Morris will provide artwork for the signage, and the signage will be produced by Promoter. The signage will be placed at a location at the Event to be mutually agreed upon by the parties;
- The right to purchase from Promoter a chuckwagon tarp, when available, for the chuckwagon races, at a price to be mutually agreed upon by the parties;
- Four complimentary tickets to the Event's Governor's Invitational Art Show;
- Ten (10) sponsor badges for use of, and in areas specifically designated by, Philip Morris throughout Frontier Park and free parking for at least four vehicles throughout the Event;
- Ten (10) invitations to the Sponsors/Cheyenne Frontier Days Committee reception hosted by the Governor of Wyoming;
- Ten (10) seats in front of "B" stand for the rodeo and 10 Category I Sponsor seats in the "B" stand sponsor area for each evening show performance during the Event;
- The assistance of Promoter in acquiring the best available additional reserved seat tickets in the "B" stand area for the rodeo and each evening show performance;
- Sponsorship recognition in the 1995 Ticket Brochure, Schedule of Events, Frontier Days Fact Sheet, Frontier Days newsletter (Hooey), news releases, feature releases and other promotional and news material;
- A prominent feature of **MARLBORO** in the 1995 Event Souvenir Program;
- A **MARLBORO** listing in the Daily Show Program and recognition in public address announcements;
- The right to participate in cooperative advertising or mutually beneficial programs in connection with the Event;
- The right to receive assistance from Promoter with transportation needs during the Event; and
- The right to recognition in media and print advertising placed in connection with the Event, and to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris or **MARLBORO**; provided, that the approval is effected on a timely basis.

**MANPOWER:**

Phoenix Marketing, Inc. will handle all on-site execution of Marlboro activities.

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Should you have any questions or concerns, please feel free to contact me at 212/878-2360.

cc: S. Anderson  
R. Anise  
I. Broeman  
D. Cohen  
J. Fontanez  
G. James  
K. McGrath  
V. Murphy  
S. Sampson  
W. Smith

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